

make a smart
fashion
 statement
 SHOP AT HANSON

You know how to shop for fashionable clothes and stylish shoes. You also spend time and money on the interior of your home. But what about the exterior of your home? Why settle for any old building material when you can make a smart and fashionable statement with Hanson Brick?

Beauty that's anything but skin deep

How does Hanson Brick stack up against other materials? In a word, beautifully. It's time for some comparison shopping:

MATERIAL	HANSON BRICK	VINYL, ALUMINUM AND WOOD SIDING	EXTERIOR INSULATION FINISH SYSTEMS
Color	Enormous range of natural color	Limited color range, color can fade, depending on material	Limited choices
Texture	Wide range including Bark, Wirecut, Smooth and Tumbled	Limited range	Different textures but mostly flat
"M" Factor	Up to 8 hours to transfer 30 degrees fahrenheit from outside to inside wall	One hour to transfer 30 degrees fahrenheit from outside to inside wall	Satisfactory insulation values, but is combustible
Moisture Absorption	Small range of absorption	High absorption rate for wood siding leads to swelling and de-lamination	Interfaces are susceptible to water ingress which leads to accumulation of moisture
Repair and Maintenance	Little or no maintenance required	Replacement may be needed with age, wood requires painting	Water penetration can lead to structural rot and total system replacement

Hanson Brick homeowners enjoy the full support of our exclusive 101-year fully transferable limited warranty. Hanson Brick also meets or exceeds applicable ASTM ratings, including those for severe weather. You will never see our name or logo imprinted on your home or fireplace. Like the best-made clothes, we never need to shout our name. Our quality speaks for itself.

Thank you for shopping with us!

We can't wait to see the fashion statement you make with our brick.



THE SHOPPER'S GUIDE

to living in a fashionable home



Look beautiful every day

Your home says a lot about you. Your taste. Your style. Your creative flair. Our brick offers you limitless design opportunities to express yourself. Explore our unique textures and enduring colors. Enjoy the different sizes and shapes. Go classic. Or go contemporary. Your only limit is your imagination. Whatever kind of statement you want to make, say it with Hanson.

Leave a lasting impression

Hanson Brick not only looks like nature itself, it's also perfectly weathered to take whatever nature can throw at it. Rain, ice, hail, sun, you name it. No wonder brick buildings can stand for thousands of years. Ever hear any other exterior cladding make that claim? No, and you never will. Brick actually looks better as it ages (like some models we know.) Think of our brick as the little black dress: a look that will last and last.

High savings, low maintenance

With heating and cooling costs going through the roof, what could be more fashionable than saving energy costs? Our brick is proven to be energy efficient*. They make better insulators because they lose and absorb heat slowly. So you stay warmer in winter, cooler in summer and happier every month when you get your energy bill. And because brick is fire-resistant, it lowers your insurance premiums*. As for maintenance, what maintenance? Hanson Brick will not rot, warp or rust. Termites, woodpeckers and squirrels look for other exteriors. Painters and cleaners look for other customers.

One very solid investment

A Hanson Brick home never goes out of style because it will always be in demand. Homes clad with brick maintain a higher resale value than other exterior building materials. The more brick inside and outside your home, the better your investment. So think about upgrading to 3 or even 4 sides of brick. Then think gold brick.

*As reported by the Brick Industry Association

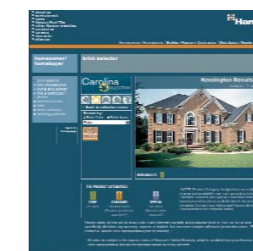
shape our brick to
suit your
style

At Hanson, we never want you to feel boxed in by brick. That's why our complete line of special shapes fits so beautifully into your plans. Want to discover a different angle? Explore a far corner? Or feel out a new curve?

Our special shapes let you soften hard edges and blend architectural features like arches, sills and bay windows seamlessly. Add in the diverse colors available and your artist's palette is complete. Ready to distinguish your home from all others? It's easy. Our special shapes let you create something extra special to showcase your home. Why put on a dress when you can wear a gown?

Four ways to get the exact look you want

You wouldn't buy a dress or some lipstick without first trying it on, right? Now you can use the same common sense in selecting your brick. If you have the vision, we have the tools to bring it to life. To make your shopping easier, Hanson Brick offers you four ways to find out which style, color, pattern and texture will work out best for you over time. Our brick lasts for years and years. We want you to smile each and every time you look at them.



1. Website Brick Selector. Simply visit our website (www.hansonbrick.com) and select North America, Homebuyer and Brick Selector. You can narrow down to your favorite bricks with a few clicks!

2. Brick Samples. Feel free. Actual brick displayed to give you an up-close and personal look and feel for the brick style of your

choice. Ask to see them at our showroom, a Hanson distributor's showroom or at your builder's model home or design center.



3. Brick Slicks. Large, computer-rendered photos let you look at virtually any style brick on a house. It's a great way to compare looks. Ask to see them at our showroom or at your local Hanson distributor's showroom.

4. Real Addresses. The best way to visualize your brick home is to see it in person. Hanson Brick and Hanson distributors can provide addresses of actual homes built with the brick you're considering. Think of them as ramp models. It's ideal for viewing the brick in a full-sized application, at varying times of day and with mortar color.

Some helpful hints for viewing in person

- Look at the brick in both sunshine (highlights texture) and shade (texture disappears.)
- Avoid going when the brick is wet. This distorts or darkens the true color.
- Look at more than one address. Brick can vary from run to run.
- Check out the mortar. As 20% of the brick installation, it can have a big impact on the overall appearance. Look for the mortar color you are considering and get to know how the mortar color can lighten or darken the brick.